

TO: Nancy Lund

FROM: Jeanne Bonhomme

SUBJECT: Marlboro Smoker Research

DATE: April 24, 1989

As you know, we are working on developing a quantitative research methodology that will enable us to study the personality traits, attitudes and aspirations of Marlboro smokers. The purpose of this project is to quantify, confirm and expand our understanding of the attitudes of younger (18-22) male Marlboro Red and Lights smokers and compare them to parallel groups of older smokers, along with a cross sections of competitive full flavor and flavor low smokers (N=1200).

The thinking is to obtain an in-depth understanding of specific most important smoker groups rather than a superficial understanding of all Marlboro smokers.

As we discussed, the study will be fielded in approximately thirty markets with one-third of the smokers residing in Nielsen C or D counties.

The interview will be CRT administered and will last about 45-50 minutes and cover the following broad topics:

- o Attitudes about brands in general/what's important to him
- o Perception of specific brands
  - Marlboro Red & Lights
  - Competitive
- o Description of smokers of specific brands
  - Marlboro Red & Lights
  - Competitive
- o Values/goals/aspirations

This type of research is fairly expensive (\$260,000). We've obtained bids from three suppliers and have selected Populus as the research company we'd like to employ. We have a meeting with them scheduled for next week to work out the details on this project. I'll keep you informed on our progress.

/mc

cc: R. Camisa  
C. Levy

*Jeanne*

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